

"Barretts of Wimpole Street" Opening Loew's, Toronto, October 12th

CANADIAN DIGEST

MOVING PICTURE

Vol. 26, No. 25

TORONTO 2, CANADA

October 13th. 1934

"BARRETTS" BIG!

Heigh ho the merry o'! . . . We're dancing with joy! . . . It looks like another "Smilin' Thru." Of course we refer to "THE BARRETTS OF WIMPOLE STREET" which is a smash hit in its first engagements. Thank you, NORMA SHEARER, FREDRIC MARCH, CHARLES LAUGHTON. Of course it's M-G-M!

(over please)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

WHAT'S HAPPENED IN THIS INDUSTRY SINCE JULY 4th?

(A plain statement by M-G-M)

PLACE a pink ear to the ground
AND you'll hear the
ROAR of a he-lion!
WHEREVER film folks meet
M-G-M tid-bits crowd the talk fests...

"**CAN'T** top that gang..."

"**MARVELOUS** billboard campaign
on 'Chained'"

"**GREAT** biz that Gable-Crawford
show is doing!"

"**LOOKS** like 'Barretts of Wimpole
Street' repeats..."

"**DID** you see the magazine campaign?"

"**40** national magazines...biggest
ever done!"

"**SHEARER**, March, Laughton...and
a campaign, too!"

"**THAT** outfit's on its toes...as usual!"

"**'MERRY WIDOW'** is the last word!"

"**BIGGEST** show in years for the
Astor, N. Y."

(continued)

"**WASN'T** 'Treasure Island' timed
just right!"

"**AND** with the magazine campaign
...a smash!"

YES, siree,

THAT leaping Lion Leo is

THE TALK OF THE INDUSTRY

JUST as he's been year-in-and-out
since 1924!

CONSISTENT success over the years

THAT'S the reason why

1934-35 contracts pour into
M-G-M's Home Office

PLEASE don't ask Leo to be
TOO modest...

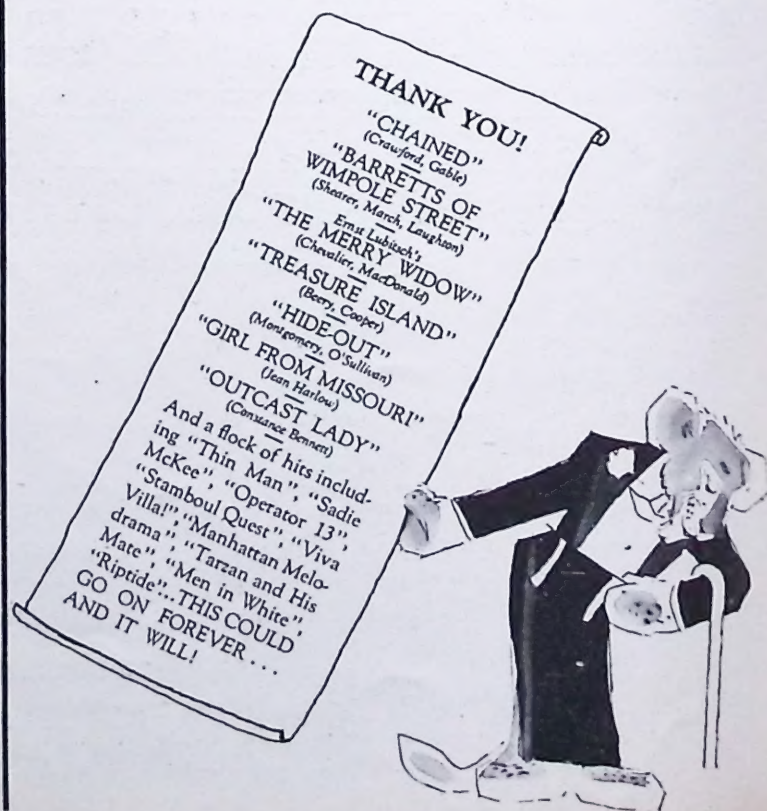
HE'S so proud of the faith of his
exhibitor friends

HE'S all pepped up

ABOUT the Big attractions he's got
for you

HE believes really and truly and
sincerely

THAT this M-G-M year is *your*
BIGGEST!



Canadian Moving Picture DIGEST

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Exhibitors

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RAY LEWIS
Editor and Managing Director

Published by Canadian
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Company, Limited

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MICHAEL BALCON ARRIVES



IN Toronto; long ago he arrived in England as a producer of British Films. "Mickey" Balcon, as he is affectionately called, was producer of Gainsborough pictures for the Gaumont-British Corp. years ago. This producing unit for Gaumont-British was not its only unit, but it certainly was the best of this company's producing activities. When Gaumont-British merged its various producing and distributing units, Mr. Balcon became Director of Productions of the Gaumont-British Picture Corp.

It is under his supervision that we have had the splendid G.B. product, released in Canada, through the Regal Film Exchange.

Mr. N. L. Nathanson is giving a luncheon on Friday, at the Royal York Hotel, in honor of Mr. Michael Balcon, Mr. Jack Hulbert, that very popular British star with whom Canadian exhibitors are already well acquainted, and Miss Nova Pilbeam, the latest addition to the Gaumont-British array of stars.

The press has acclaimed this child actress, who ascends to fame despite her name, the latter which occasioned a controversy in the London press, the public being divided on the question. The question, should G.B. change Nova Pilbeam's name? Nova's father said "no"; and after all it's his name, and his daughter.

The Digest suggested that Nova should Beam upon her public, eliminating the "Pil" syllable, but Nova's father and a host of other Britishers, the latter who are paying customers, like the name "Pilbeam". Perhaps we, on the American continent, have a Motion Picture complex which delights in changing names, perhaps we should leave well enough alone, especially since London

made Nova Pilbeam a great little actress by the recognition of her ability and despite her name.

If Sarah Bernhardt had been born in a motion picture age she might have been renamed Bernice Zarah, and Fanny Davenport might have become Nan Porter, Olga Nethersole might have been renamed Olga Theo.

We love short names, they take up such little space in printing; and we have an idea that the public can remember a short name more readily.

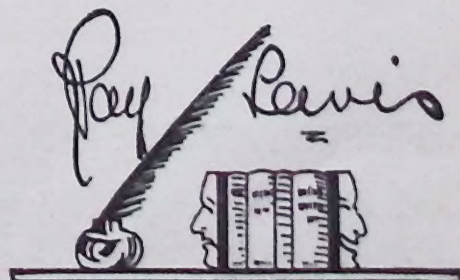
However, in the Bernhardt, Davenport, and Nethersole days of histrionic world-fame, they were remembered despite the fact that they did not possess one syllable names.

Nova Pilbeam can look back to famous precedents in the retention of her own name.

A PLEASANT ANTICIPATION

KATHARINE HEPBURN, RKO - Radio's banner star, gives us a feeling of delight when we learn that she is to appear in the "Little Minister", that gem of a Barrie play which had so many years of success with Maude Adams in the star role of "Babbie".

Hepburn should add another outstanding characterization to her successful list. "Babbie" will suit the personality of Hepburn, and RKO may find that they have struck another vein of gold reminiscent of "Little Women".



RAW



RAY LEWIS

PRESENTS

LOEWS, Toronto, had a preview showing of "The Barretts of Wimpole Street", on Sunday, October 7th, at 12.05 A.M. which means five minutes past midnight.

The Imperial also had a preview showing in Toronto, of Cecil B. DeMille's spectacular production of "Cleopatra".

I was torn between two desires, I longed to see the two pictures, but cast my lot with "The Barretts of Wimpole Street", because I knew that Norma Shearer, Fredric March and Charles Laughton would compensate me through their respective ability for losing my beauty sleep.

After you have been writing for Motion Pictures for twenty years; staying up until 3 A.M. to see a Motion Picture, does not give you the anticipatory thrill which once was yours. However, I was rewarded by the fact that when "The Barretts of Wimpole Street" ended with the wedding in the church of Elizabeth Barrett and Robert Browning, with "Flush" (her dog) in the background, I was wide awake, and ready for coffee and "what have you?"

THE M-G-M production of "The Barretts of Wimpole Street" leaves with you several distinct characterizations, not Motion Picture characters of people, but living personalities.

Norma gave a most delightfully appealing, and understanding interpretation of Elizabeth Barrett, although at no time did she look as if she was in danger of death. Norma looked the picture of health, and this was a happy idea, for Motion Picture audiences are not much on analysis, and had Norma looked the invalid, her thousands of fans would no doubt have left the theatre saying, "Didn't Norma Shearer look sick?"

It was good show business to permit the lovely Norma Shearer to look lovely enough to tempt the virile and tempestuous wooing of Robert Browning.

Fredric March, as Browning, will no doubt make more maidens lovesick for the love of him than ever. Looking around the theatre I beheld maidens gazing with amorous and rapturous adulation as he wooed and won Elizabeth Barrett.

As for Charles Laughton, I can best express the reaction of the audience to him by repeating one remark overheard. In one of the happy family scenes of singing and merry-making, Laughton enters and stands in the door, whereupon some man behind me exclaimed "good-night, here's poison ivy". It is a remarkable performance and Laughton certainly shares the honour of this picture with its star.

YOU remember Una O'Connor in "Cavalcade", she plays "Wilson", the Barretts' family servant, and furnishes a great deal of the comedy element in the picture. In fact it looks as if Una O'Connor receives the same reaction from an audience which Zasu Pitts and Polly Moran receive, folks laugh just as soon as she appears in a scene, with or without any reason for the laughter. Perhaps this is the secret of being a born comedian.

Then there is Maureen O'Sullivan as "Henrietta", the belligerent daughter, who is in love with one of the Royal Guards. She does excellent work and gives life to her characterization.

All the bits, as played by the physician and brothers of Elizabeth Barrett are good, and each is an individual. Even the dog, played by himself, is so good, that the director must have found him a problem on his hands, the problem being how to use "Flush" without making it a dog picture.

I am still too naive to know how Sidney Franklin, the director, made that dog act human, but human is the only word which can be applied to the dog in "The Barretts of Wimpole Street", from whom the director obtained, with the aid of the camera, flashes of human expression, which seemed almost unbelievable.

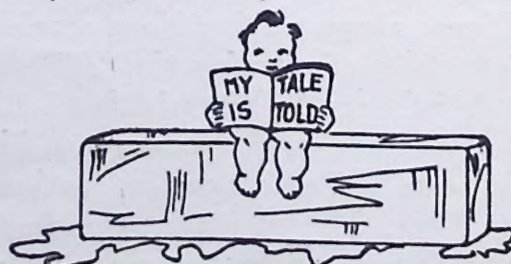
THERE is a happy atmosphere throughout this picture, with a special added treat by way of costuming. Norma Shearer's dresses are gorgeous, and how she wears them!

It would be very neglectful of me to overlook the work of the lisping cousin, Bella, played by Marion Clayton, and Arabel Barrett, another sister, played by Katharine Alexander. Ralph Forbes as Captain Surtees Cook, is what one might term a 100% Britisher.

"The Barretts of Wimpole Street" will bring both fame and fortune to its producers.

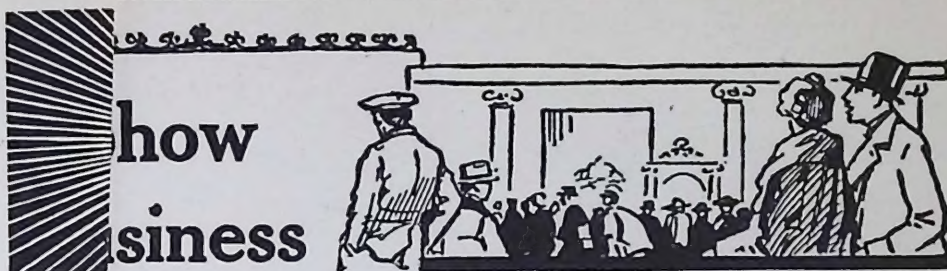
And now I am looking forward to "Cleopatra", with Claudette Colbert as the "female serpent of the Nile".

Roly Young has given his column many times to rambling around with "Cleo"; and no doubt we, too, will be extolling the magnificent opulence of this De Mille spectacular triumph.



New Avenue Theatre, Edmonton, Alta., Recently Opened Shacker Management

Digest of News



British Film Pioneers in Canada

SAM SMITH, responsible for some of the pioneer British film effort in Canada, which today shows the fruits of such pioneering, is visiting Canada.

Years ago Mr. Smith was resident in Canada. He was in the days when the Allen Theatre Chain was in its infancy. Later he left for England, opened a film change in London, and proceeded to buy British pictures for Canada as a representative of Messrs. Jule Allen, who developed an important chain of the theatre in Milwaukee.

Mr. Smith sent Canada those first British pictures, "The Battle of the Somme", "Marne", etc., etc. The first came "The Better 'Ole", the Betty Balfour series, and many others.

This takes us as far back as War days, and this initial British inauguration in Canada, then sent Ray Lewis to London as Special Representative where she worked in conjunction with Sam Smith purchasing of British pictures for Canada. Many pictures were purchased, some very good, some some worse. The Allens took the bad with them and in these early days certainly made profits for themselves and exhibitors with British pictures.

Messrs. Jule and J. J. Allen

Miss Lewis spent one year in London, England, as special European Representative for Messrs. J. J. Allen, covering the Film Trade, and endeavoring to persuade British producers and distributors to persuade British producers and distributors to sell the American Market via Canada; and in the British pictures to deal directly with Canada.

At that time it was the custom to sell Canadian pictures with American rights, and since very few British pictures were sold to the U.S., the British film trade remained an appendix of the British-U.S. Film.

The joint pioneering of this idea as proposed by Smith and Ray Lewis eventually bore fruit.

Sam Smith later became associated with the famous novel and stage play "The Battle of Zeebrugge" when Mr. N. L. Nathanson looked upon the famous novel and stage play "The Battle of Zeebrugge" and saw that it was a success.

"The Battle of Zeebrugge"

"The Battle of Zeebrugge" netted Mr. Smith a magnificent profit during his personal tour covering the exploitation of this British Film in Canada.

Mr. Smith at present is head of British picture producing and distributing company with studios and Exchanges throughout Great Britain.

Recently he acquired the distribution rights to Twickenham Pictures. He is the owner of many cinemas, and also owns the Motion Picture rights to Edgar Wallace stories.

Royal Victoria Re-Opened

According to an announcement in the Vancouver Weekly, the Royal Victoria Theatre, Vancouver, B.C., which has been closed for some time for sound pictures. Clifford Denham, formerly of the Vancouver Theatre, will return from Nanaimo, to take charge of the theatre.

Standard Theatre, Dundas

"E. J. Show and Housekeeping Exhibition Montreal, and Picture Studio in Operation"

how business

Carocha" RKO Short Indefinite Run Class

"Carocha", the short color picture produced by John Hay Pioneer Pictures, Inc., has the distinction of being rated in the white run production class. Vice-President and General Manager of the RKO Distribution Corporation, today announced a deal with the Roxy Theatre in New York City, for an exclusive showing of the spectacular production for a minimum of six weeks. Coincident with this announcement is the holdover for a week of the feature at the Theatre in Milwaukee.

Prof. Dieterle to Assistant Director

Prof. Dieterle, one of Warner Bros.' most successful directors, who has been in Germany and who is his assistant in various productions, will be Prof. Dieterle's assistant director during the production of Shakespeare's "A Midsummer Night's Dream" at the Warner Bros. studios in California. He is now directing "Concealed" starring Barbara Stanwyck and William. The Reinhardt production is expected to start about November 15th.

Mr. Trivers is preparing the play for "Lady of Quality", the famous novel and stage play by Frances Hodgson Burnett, which is planning to produce on Broadway. The play has been famous for years on the stage, and Julia Arthur having been its leading exponent.

Chevalier Signs New M-G-M Contract

Maurice Chevalier, having signed a new Metro-Goldwyn-Mayer contract on completion of "The Merry Widow" sailed from New York for a holiday in France, Sept. 9. He is to return to Hollywood early in the fall to resume work at the Culver City studios. Jeanette MacDonald is co-starred with Chevalier in "The Merry Widow", which Ernst Lubitsch directed.

Former Football Star Cast as Grid Coach

Ward Bond, former tackle with the University of Southern California football team, has been cast to play a gridiron coach in RKO Radio Pictures' new feature, "Portrait of Laura Bales".

Bond played with the Trojan team during the 1928, '29 and '30 seasons.

May Robson is starred in "Portrait of Laura Bales".

Second Hilton Novel Purchased by M-G-M

Following the recent purchase of "Goodbye Mr. Chips", James Hilton's outstanding novel, Metro-Goldwyn-Mayer yesterday purchased "Rage in Heaven", the book in which Hilton followed his first story with a sensational second success.

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PERIAL—Manager Jack Arhur — "Judge Priest", with Will Rogers, a Fox picture.

VOLI—Manager D. Krendal — Grace Moore in "One Night of Love", produced by Columbia.

EA'S—Manager Jerry Shea — "Death on the Diamond", a Metro-Goldwyn-Mayer picture.

TOWN—Manager Tom Daley — "Chu Chin Chow", British Gaumont picture, distributed through Regal Films Limited.

RALEIGH



RAY LEWIS

Dear Old London

Special to The Digest from our London correspondent,
Dennison Thornton)

"Joseph and His Brethren"

M-G-M's first picture for London Films will be "Joseph and His Brethren" . . . M-G-M's "Treasure" packing them in at the Empire . . . George Arliss Conrad Veidt attended premier of Gaumont's "Evening at the Tivoli" . . . John Barrymore off to Paris; when he returns there is to be an announcement regarding his first British film.

And that, I think, is about all!

"A. I. at Lloyds"

It undoubtedly the "piece de resistance" in the Lloyds programme will be "A. I. at Lloyds", a film of the famous British marine insurance house. The story concerns a British family of shipowners and their decline over a period of a hundred years. I have often wondered why production here hadn't tumbled to the dramatic possibilities of the secret about Lloyds long ago. It has remained for an American, Denison Clift, to see its possibilities, to tell the story, and to sell it to the M. Hagen who has the opportunity of making it one of the British films of excellence.

teriza

"Man of Aran"

Albroth of Aran", by Robert Flaherty out of Gaumont is an Irishman who has won the Mussolini award for the world's best film, is the year at the Venice International Film Exhibition a record recently. The fact that the film was shown against the best pictures of the United States, picture Russia and other countries makes this British film all the more significant.

Franklin

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It would be

of the lisping all-British sound cartoon has made its appearance and Arabel called "Billy and Tilly", it is the enterprise of Alexander. London artist, Denis Connely. When screened what one might say it was enthusiastically received. To put it

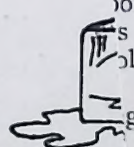
"The Barr test the cartoon was tried out on a suburban audience and fortune: one evening — and went over well.

And now used two Australian bears as his characters, with Claude Rains, which is done in color, shows their adventures in the Nile. It is interesting to note that

Roly Yvas produced in the rooms on Greek Street to rambling wood displayed his first pottery and where we, too, Lawrence painted many beauties of his day. Hence of this

"The Making of Greta Garbo"

Clairmont, a young independent, has come on the life of Garbo entitled "The Making of Greta Garbo". Amongst other things it includes the story of the house where the Metro star was born. She attended, various places she worked to the present day. There are bits in the life of Greta Garbo at the age of fifteen, the first time she was before the cameras.



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New Avenue Theatre, Edmonton, Alta., Recently Op'd Mrs. Clarence Robson



Show Business



Leontine Sagan Goes On to West Coast

Leontine Sagan, director of "Maedchen in Uniform", arrived in New York from Europe and last week went on to the West Coast to begin work under a recently signed Metro-Goldwyn-Mayer contract.

Miss Sagan has directed a great many plays in French and English, as well as German, and in addition to "Maedchen" directed the English film production, "Men of Tomorrow".

Baby Jane to Star in U's "Straight from the Heart"

Baby Jane, whom Carl Laemmle, Jr. intends to star, already has a leading man for her first picture. He is Roger Pryor, and the picture will be "Straight from the Heart", by Doris Anderson. Roger Pryor has just completed "Wake Up and Dream" for Universal, and Baby Jane has just completed "Imitation of Life", with Claudette Colbert.

Three Films for October Release by M-G-M

Three new pictures are announced for release during October by Metro-Goldwyn-Mayer. They include "Student Tour", a comedy with music; "What Every Woman Knows", the new Helen Hayes vehicle; and "Biography of a Bachelor Girl", co-starring Ann Harding and Robt. Montgomery.

"La Cucarocha" RKO Short Steps in Indefinite Run Class

"La Cucarocha", the short color special produced by John Hay Whitney's Pioneer Pictures, Inc., has won the distinction of being rated in the indefinite run production class. Jule Levy, Vice-President and General Sales Manager of the RKO Distributing Corporation, today announced the closing of a deal with the Roxy Theatre in New York City, for an extended run showing of the spectacular Technicolor production for a minimum of three weeks. Coincident with this announcement is the holdover for a second week of the feature at the Warner Theatre in Milwaukee.

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COMPLETE Theatre Equipment and Supplies

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11th Annual Montreal Radio Show and Housekeeping Exhibition Montreal, Present Sound Picture Studio in Operation

Last Week's Record for "Chu Chin Chow"

Tremendous Business at the Uptown,
Toronto; Held Over for a Second Week!

A Positive Clean-Up at the Capitol, Halifax!
Packed the Regent, Ottawa, for a Solid Week!

*The public is
always right!*

A WORLD'S RECORD!

The most successful
of all musical comedies played
5 years at one theatre and
toured Canada many times.
It's even better on the screen!

CHU CHIN CHOW

GREATEST
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SPECTACLES

A glorified screen version of
the famous stage success. It
is the "open sesame" to the
richest feast of enjoyment
the screen has provided in
years.



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over and over again to experience the delights of
the Story so rich in Humor, Adventure, Drama and
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